

ABSTRACT OF THE DISCLOSURE

A method and composition is provided for coloring hair. The method includes applying and thereafter removing from the hair a composition which includes a
5 colorant formula incorporating an oxidation dye precursor and a developer formula incorporating an alkoxylated taurate copolymer in combination with hydrogen peroxide. The colorant and developer formulas are applied to the hair separately or together in a relative weight ratio of 10:1 to 1:10. Particularly preferred alkoxylated
10 taurate copolymers are hydrophobically modified copolymers of acrylamidopropane sulphonic acid or salt and methacrylate esters of ethoxylated or propoxylated fatty alcohols.

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